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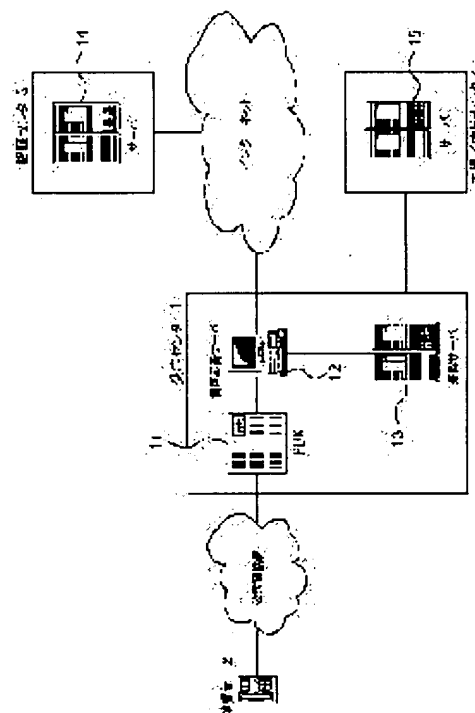
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## (54) ORDER RECEIVING METHOD AND SYSTEM FOR MERCHANDISE

(57)Abstract:

**PROBLEM TO BE SOLVED:** To enable a customer who can not or does not use an EC site to do online shopping by telephone with convenience similar to the online shopping on the EC site.

**SOLUTION:** This order receiving method for merchandise to accept an order of merchandise from a consumer by telephone is characterized by providing a step to interactively collect pieces of prescribed information required for receiving the order of the merchandise by prompting a response by voice to the consumer by reproducing a response message and performing voice recognition to the voice of the consumer to respond to the response message, a step to request authentication check to an authentication center based on information regarding a credit card among pieces of the prescribed information collected at the first step and a step to carry out reception of the order of the merchandise according to a result of the authentication check to be transmitted from the authentication center requested at the second step.



## LEGAL STATUS

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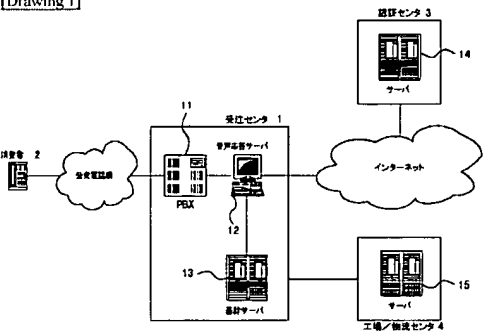
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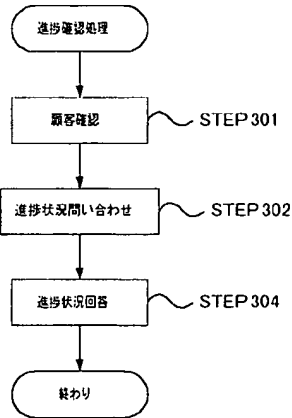
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DRAWINGS

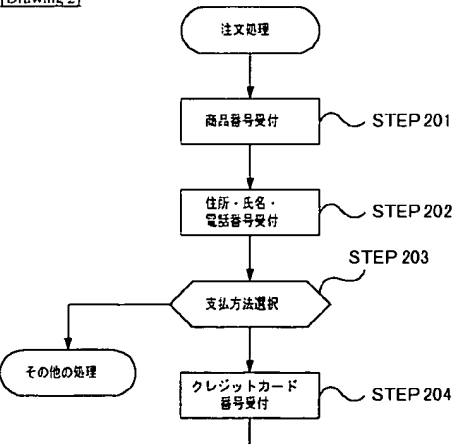
[Drawing 1]



[Drawing 3]



[Drawing 2]



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DETAILED DESCRIPTION

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[Detailed Description of the Invention]

[0001]

[The technical field to which invention belongs] This invention relates to the system for realizing the order-received method of the goods by the telephone, and this method.

[0002]

[Description of the Prior Art] The so-called virtual Mall (EC site) which used the WWW system on the Internet spreads, and the Internet user (customer) can perform on-line shopping easily. Generally on the occasion of the on-line shopping in EC site, the customer is settling accounts with the credit card.

[0003] On the other hand, even if it was the customer who visited such an EC site, the customer who worries about the problem on security in the Internet, such as leakage of credit card information, the customer who does not use the Internet primarily were ordering goods by conventional telephone. In this case, to the telephone from a customer, the telephone operator in an order-received center had received.

[0004]

[Problem(s) to be Solved by the Invention] The vender established EC site for on-line shopping on the Internet, and since it corresponded to all customers even if it is the case where an order received of goods is received from a customer by the server system, the order-received center for receiving an order by telephone was also installed in practice. For this reason, costs, such as personnel expenses to a telephone operator, started, and it had become the inhibition factor which reduces the selling cost by EC site.

[0005] Then, this invention makes it the technical problem to enable it to perform on-line shopping by the telephone by the handiness as the on-line shopping in EC site with the same customer who does not use or it cannot use EC site on the Internet.

[0006]

[Means for Solving the Problem] A summary of this invention is that a customer who does not use or it cannot use EC site on the Internet could be made to do enquiry of an order of goods, a payment, and an order condition using a telephone.

[0007] Namely, this invention is set to a goods order-received method of receiving an order of goods by telephone from a consumer. A response (input by voice or push tone) is demanded from a consumer by reproducing a response message. A step which recognizes to an input of a consumer who answered said response message, and collects interactively predetermined information required for an order received of said goods, A step which requests an authentication check from an authentication center based on information (for example, credit card number etc.) about settlement of accounts among predetermined information collected at this step, It is the goods order-received method characterized by having a step which carries out an order received of goods according to a result of an authentication check sent from an authentication center requested at this step.

[0008] Here, said step to collect is characterized by changing into digital data of predetermined format said predetermined information collected interactively.

[0009] Moreover, said step to request is characterized by sending information about said settlement of accounts to a computer by the side of said authentication center connected through the Internet.

[0010] Furthermore, said goods order-received method is characterized by managing a progress condition of an order carried out based on order-received data registered into said predetermined data base while registering it into a predetermined data base by using predetermined information collected at said step to collect as order-received data.

[0011] Said step to collect is characterized by answering a progress condition of said order with voice to said consumer further again, when it makes it choose to said consumer whether it is an order of goods or it is the check of order contents and a check of said order contents is chosen.

[0012] Moreover, invention of an above-mentioned method is materialized also as invention of an object (system). In a goods order-received system which specifically receives an order of goods according [ this invention ] to a telephone from a consumer A function to demand a response from a consumer and to collect interactively predetermined information required for an order received of said goods by reproducing a response message, A function to recognize to an input of a consumer who answered said response message, It is the goods order-received system characterized by having a function to request an authentication check from an authentication center, and a function which carries out an order received of goods according to a result of an authentication check sent from said authentication center based on information about settlement of accounts among said information on predetermined [ which has been collected and recognized ].

[0013]

[Embodiment of the Invention] Next, the gestalt of operation of this invention is explained, referring to a drawing. In addition, with this operation gestalt, an order of goods is received by telephone from a consumer, and the so-called business model of the BTO (Built To Order) method which assembles and sells goods along with the order is made into an example, and is explained.

[0014] Drawing 1 is a schematic diagram for explaining the system which realizes the online order-received method concerning this invention. In this drawing, the order-received center 1 has the exchange 11, the audio response server 12, and the basic server 13, and receives the order of goods and the inquiry of an order progress condition by the telephone from a consumer. That is, the call origination which starts from a consumer is assigned to the predetermined audio response server 12 by the exchange 11, and is connected. The audio response server 12 advances predetermined processing, collecting data interactively, reproducing the response message (synthesized speech) based on voice data, and recognizing a consumer's natural language (voice) to it according to a response program, if a connection with a telephone set 2 is established. A consumer's voice recognized by the audio response server 12 is changed into the digital data of predetermined format, for example, text data, so that it may be suitable for computer processing. As for the audio response server 12, it is desirable to have the function to recognize a push dial tone again in addition to the function to recognize a consumer's voice. The basic server 13 is a server which manages this system in generalization, and is managed in the data base which does not illustrate the data collected by the audio response server 12. It connects with the authentication server 14 installed in the authentication center 3 through the Internet, and the audio response server 12 requests the authentication check to the credit card presented by the consumer again, when receiving the order of goods from a consumer. If a request of the authentication check to a credit card is received from an external terminal unit (for example, audio response server 12), the server 14 of the authentication center 3 will perform an authentication check with reference to the data base which is not illustrated, and will answer the result to a terminal unit. A factory / distribution center 4 assembles goods according to the order received with the order-received center 1, and delivers this to a consumer. The production-control server 15 of a factory / distribution center 4 received the contents of the order from the basic server 13, outputs the directions to a production line, and has managed the progress condition of the processing in a production line.

[0015] Next, the outline of the system constituted in this way of operation is explained. The exchange 11 can distribute the telephone got from the consumer to the predetermined audio response server 12. The audio response server 12 receives a telephone from a consumer according to a response program. if the audio response server 12 conveys the telephone from a consumer -- "-- here -- OO -- it is direct. (Omission) In a goods order, in the check of "1#" of order contents, please push "3#". The first response message is reproduced like ". Here, suppose that the consumer pushed "1#" by the push-button phone dial. Drawing 2 is drawing for explaining actuation of order-received processing of this system. When a consumer chooses an order of goods, the audio response server 12 reproduces a response message, saying, "Please utter the quotient lot number number of O digit slowly", and receives a quotient lot number number (STEP201). The audio response server 12 recognizes the voice which a consumer utters, and changes it into text data, and the goods which the consumer ordered with reference to the goods data base check the right etc. Next, the audio response server 12 reproduces a response message, saying, "Please utter a visitor's address, a name, and the telephone number slowly", and receives such customer information (STEP202). The audio response server 12 recognizes the voice which a consumer utters, and changes it into text data. in order [ in this case, ] to raise the rate of speech recognition -- for example, -- "-- please utter the all-prefectures name of a home. -- Please utter the cities, towns and villages name of a home. Information is divided and you may make it collect like --."

[0016] Next, the audio response server 12, "please choose the method of payment of hope of a visitor. In the case of the payment by the credit, please push "1#", and, in transfer, push "3#". Like ", a response message is reproduced and selection of a method of payment is demanded from a consumer (STEP203). This example explains the case of the settlement of accounts by the credit card. When a consumer chooses the method of payment by the credit card, like "push the number of the credit card to be used", the audio response server 12 reproduces a response message, and receives a credit card number (STEP204). If the audio response server 12 recognizes the push-button phone tone by a consumer's button grabbing and a credit card number is received, it will request an authentication check from an authentication server 14 through the Internet (STEP205). In this case, as for the audio response server 12, it is desirable to perform suitable security processing. For example, SSL (Secure Socket Layer) can be used. When confirming whether a credit card is effective or it is not over the credit line and judging it that this credit card number is effective with reference to an authentication data base based on the credit card number sent from the audio response server 12, an authentication server 14 publishes a selling acknowledgement number, and answers the audio response server 12. When the audio response server 12 receives a selling acknowledgement number, based on the data collected until now, Mr. "OO's order is a (trade name) and price is xx circle. I ship goods to the (address). If very well, in correcting with "yes", please utter with "no". The response message for checking the contents of the order of a consumer, such as ", is reproduced, and the check of order contents is demanded from a consumer (STEP206).

[0017] and the order ID of as opposed to [ when a consumer utters with "yes" ] this order in the audio response server 12 -- publishing -- for example, -- "-- this order was received by order-number OOOO. I need your help by this order number in the case of the check of cancellation of an order, and order contents. Thank you for an order. A response message, such as ", is reproduced and a telephone is disconnected (STEP207).

[0018] On the other hand, suppose that the consumer pushed "3#" by the push-button phone dial to the first response message by the audio response server 12. Drawing 3 is drawing for explaining actuation of check processing of the order contents of this system. With the check of order contents, inquiry about what time reconfirmation and the goods canceled and ordered of the ordered contents arrive at hand etc. is raised. Here, inquiry about what time the ordered goods arrive is made into an example, and is explained.

[0019] When a consumer chooses the check of an order progress condition, the audio response server 12 reproduces the response message "utter the order number of O digit slowly", and checks that he is the consumer who received and placed an order for an order number (STEP301). In addition, in order to raise whenever [ corroboration / of being the consumer who placed an order ], the telephone number is made to utter collectively, or with issue of an order number, a consumer is made to utter a password, it registers with him, and you may make it check by making the password utter collectively. The audio response server 12 will ask the production-control server 15 the progress condition of an order number, if an order number is received (STEP302). The production-control server 15 answers the progress condition with reference to the data base which manages the progress condition of order contents. For example, in being the business model of BTO, the progress condition of order contents is classified into the phase, "order of components", "assembly initiation", and "finishing [ dispatch ]", and it manages the status in each phase in a data base.

Moreover, you may make it manage the delivery scheduled day. If the progress condition of order contents is received from the production-control server 15, the audio response server 12 will change it into voice data, and will reply to a consumer (STEP303). [0020] As mentioned above, according to this operation gestalt, a consumer can check the progress condition of the order contents what has happened to the goods which could order goods in their voice through the ear receiver, and were ordered now, by synthesized speech through an ear receiver. Since he is trying to request an authentication check from an authentication center especially by communication link according the credit card number which performed speech recognition by the audio response server 12, and were collected to between servers according to this operation gestalt even if it faces performing the authentication check to a credit card, and it is safe and selling cost can be held down low. [ a help ] Moreover, in such a system, the resource in EC site can be used effectively. Furthermore, with this operation gestalt, since it makes it possible to perform on-line shopping by the telephone also to the consumer who does not use by a certain reason by the same handiness as the on-line shopping in EC site or it cannot use EC site conventionally, an order can be received from more consumer layers.

[0021] The above-mentioned operation gestalt is the instantiation for explaining this invention, and is not the meaning which limits this invention only to this operation gestalt. This invention can be carried out with various gestalten, unless it deviates from the summary.

[0022] For example, although actuation of the above-mentioned functional implementation means was explained sequentially, it does not adhere to especially this. Therefore, unless conflict arises in actuation, you may constitute so that parallel operation of the sequence of processing may be replaced or carried out.

[0023] Moreover, although speech recognition was made into the example and the above-mentioned operation gestalt explained, a consumer may answer to a response message using a push tone. Furthermore, although the settlement of accounts by the credit card was made into the example and the above-mentioned operation gestalt explained it, it may be made to settle accounts at shop fronts, such as a convenience store. Although he is trying to collect all the information about a consumer, the information is registered and you may make it specify the consumer with the above-mentioned operation gestalt further again by the input of the search key which needs the telephone number etc. about the consumer who placed an order in the past, for example. In this case, the time and effort of an input can be saved and user-friendliness improves further.

[0024]

[Effect of the Invention] According to this invention, by the same handiness as the on-line shopping in EC site, since on-line shopping by the telephone can be performed, the number of consumers can be expanded.

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DESCRIPTION OF DRAWINGS

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[Brief Description of the Drawings]

[Drawing 1] It is a schematic diagram for explaining the system which realizes the online order-received method concerning 1 operation gestalt of this invention.

[Drawing 2] It is drawing for explaining actuation of the order-received processing concerning 1 operation gestalt of this invention.

[Drawing 3] It is drawing for explaining actuation of check processing of the order contents concerning 1 operation gestalt of this invention.

[Description of Notations]

- 1 -- Order-received center
- 2 -- Consumer
- 3 -- Authentication center
- 11 -- Exchange
- 12 -- Audio response server
- 13 -- Basic server
- 14 -- Authentication server
- 15 -- Production-control server

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CLAIMS

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[Claim(s)]

[Claim 1] A goods order-received method of receiving an order of goods by telephone from a consumer characterized by providing the following A step which demands a response from a consumer, recognizes to an input of a consumer who answered said response message, and collects interactively predetermined information required for an order received of said goods by reproducing a response message A step which requests an authentication check from an authentication center based on information about settlement of accounts among predetermined information collected at this step A step which carries out an order received of goods according to a result of an authentication check sent from an authentication center requested at this step

[Claim 2] Said step to collect is the goods order-received method according to claim 1 characterized by changing into digital data of predetermined format said predetermined information collected interactively.

[Claim 3] Said step to request is the goods order-received method according to claim 1 or 2 characterized by sending information about said settlement of accounts to a computer by the side of said authentication center connected through the Internet.

[Claim 4] Said goods order-received method is the goods order-received method according to claim 1 to 3 characterized by registering with a predetermined data base by using predetermined information collected at said step to collect as order-received data.

[Claim 5] Said goods order-received method is the goods order-received method according to claim 1 to 4 characterized by having further a step which manages a progress condition of an order carried out based on order-received data registered into said predetermined data base.

[Claim 6] Said step to collect is the goods order-received method according to claim 5 characterized by answering a progress condition of said order with voice to said consumer when it makes it choose to said consumer whether it is an order of goods or it is the check of order contents and a check of said order contents is chosen.

[Claim 7] A goods order-received system which receives an order of goods by telephone from a consumer characterized by providing the following A function to demand a response from a consumer and to collect interactively predetermined information required for an order received of said goods by reproducing a response message A function to recognize to an input of a consumer who answered said response message A function to request an authentication check from an authentication center based on information about settlement of accounts among said information on predetermined [ which has been collected and recognized ] A function which carries out an order received of goods according to a result of an authentication check sent from said authentication center

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